PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Rich Camisa **DATE:** October 5, 1998

FROM: Phyllis E. LaRusso PEL

SUBJECT: RECERTIFICATION FOR "SPIN" MAGAZINE

Attached is new updated recertification information we received from "Spin" magazine on September 28th. This new updated information reveals results of a 1998 Beta Research Study that was conducted on 504 subscribers. The results conclude that 87% of Spin's subscribers are over 21 years of age.

The chart below will summarize all recertification information that has been received to date from "Spin" magazine:

DATE SUBMITTED	DATE OF STUDY CONDUCTED	# SURVEYED	RESULTS	PM STATUS
March 1998	1997 Subscriber Study	N/A	20.9% < 21	Failed/Advertising pulled
March 1998	3/98 Beta Phone Study	108	15% < 21	Failed/Marginal/ Small sample
June 1998	6/98 LDA Phone Survey	503	9% < 21	Continue to not advertise/Inconsistent trend data
September 1998	9/98 Beta Phone Study	504	13% < 21	Awaiting decision

Please advise as to how you would like to proceed based on the new information.

/Attachments

cc: S. Piskor
R. Schneider

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Source: https://www.industrydocuments.ucsf.edu/docs/xfjn0004